



Downtown Development Review Overlay (DDRO) District

Report of the Urban Design Administrator to the
Committee

From: Joseph Haberman, AICP, Planning & Design Manager
Through: David Marchal, AIA, Deputy Director / Urban Design Administrator
Date: November 27, 2019
Meeting Date: December 4, 2019

CASE INFORMATION:

Case No: 19-OVERLAY-0013
Classification: Non-Expedited

GENERAL INFORMATION:

Property Address: 418, 436, and 438 E Main Street
431 E Market Street

Applicant: Kevin D. Cogan
Jefferson Development Group
2650 Technology Drive
Louisville, KY 40299

Property Owner: JPJ Main Street LLC
Jefferson Development Group
2650 Technology Drive
Louisville, KY 40299

Project Cost: Not provided

DESCRIPTION OF PROPOSED DEVELOPMENT:

The applicant is requesting an Overlay Permit to redevelop the subject properties by constructing a multi-purpose, mid-rise building (known as 422 East Main or 422 eMAIN) and access drive. The scope of work includes the following:

- Removal of a surface parking area (approximately 215 spaces); and
- Construction of a new building, an 8-story structure with 343 apartments, 11,360 sq. ft. of commercial retail space, and structured parking
- Construction of an access drive from Market Street

The subject property consists of two parcels, with the first and main parcel located at 418, 436, and 438 E Main and the second parcel located at 431 E Market.

In total, the two parcels represent slightly less than half of a city block, with the main parcel bordered by E Main to the north, S Jackson to the east, an alley to the south, and private property to the west. The second parcel is across the alley to the south of the first parcel, and bordered by the alley to the north, private property to the east and west, and E Market to the south. The parcels are zoned C-3 (Commercial) and within the Downtown (DT) form district. The subject property is located within the East Main-Market area of the District and is used for parking.

The subject properties are surrounded by a mix of building types and uses including: entertainment and commercial uses in the 2 to 3-story Slugger Field complex across E Main to the north; industrial and commercial uses in the 2 to 3-story historic and new brick buildings across S Jackson to the east (Angel's Envy); office and commercial uses in a 3-story historic brick building to the south (including Cobalt and Los Aztecas Mexican Grill); residential and commercial uses in 1 to 3-story attached historic brick buildings to the south (including More than a Uniform); residential and office uses in a 4 story stone/wood/metal/EIFS building to the south (including Citizen Engineering); and residential and office uses in a 4-story brick and metal building to the west (Park Place Lofts).

Buildings in the immediate area vary in terms of age, architectural style, height, and mass. Many buildings in vicinity are historic masonry structures and are 2 to 3 stories in height; however, there are several taller modern, mid-rise buildings on adjacent blocks to the west including the 8-story Preston Pointe building on E Main, the 5-story Fleur De Lis building on E Main, the 6-story Residence Inn building on E Market.

The new building will be located on the main parcel on E Main. The second parcel will provide direct access to the subject property from E Market.

The new building is contemporary in style and has architectural details and design elements that are similar to other, newer urban multi-family buildings in Louisville. The first story is commercial space and parking, the second and third stories are parking, and the remaining upper stories are apartments. Exterior materials include storefront, window-wall, and butt-glazed glass systems; metal railings; glass railings; decorative metal siding; architectural metal panels; decorative mesh panels; fiber cement panels; EIFS; brick; and manufactured limestone panels. At its maximum height, the building is 110'. It has a footprint of approximately 82,000 sq. ft. and will contain 656,000 sq. ft. of floor area.

COMPLETION OF APPLICATION:

The applicant submitted the Overlay Permit application on August 26, 2019. The application was determined to be substantially complete and classified as requiring a non-expedited review by the Urban Design Administrator on September 3, 2019. A revised site plan dated October 28, 2019 was submitted on November 4, 2019 as well as additional information on the building design. The Committee will review the application at 8:30 AM on December 4, 2019.

The proposed development also requires a Revised District Development Plan review (Case #19-DDP-0045) and Land Development Code waiver (Case #19-WAIVER-0092).

FINDINGS:

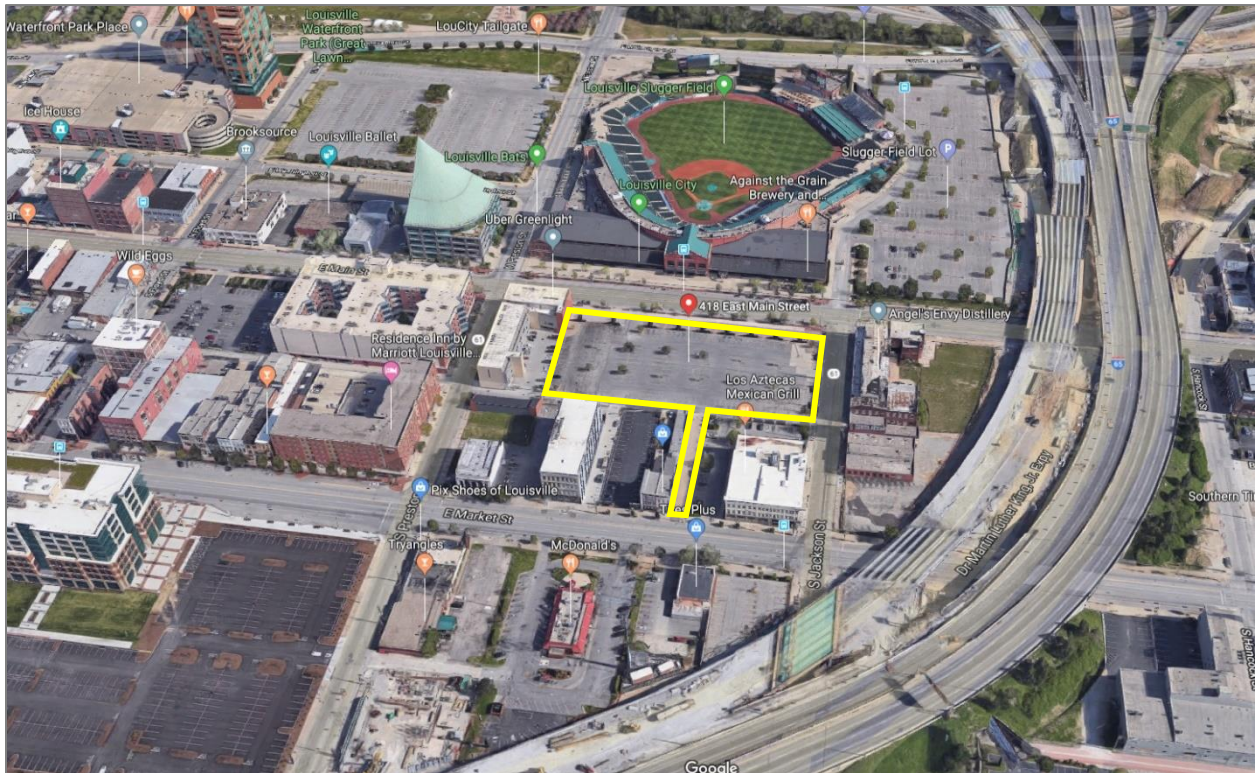
The following Principles and Design Guidelines are applicable to the proposal: **1- Site Planning; 2- Building Massing; 3- Building to Context; 4- Building to Pedestrian; 5-**

Parking, Vehicular Use and Access; 6- Open Space; 7- Street and Sidewalk Character; 8- Signage; and 9- Public Art. Staff's findings of fact and conclusions with respect to the Guidelines are attached to this report.

Site Context



Subject Property (LOJIC, Aerial 2016)



Subject Property (Google 2019)

Existing Conditions, 418, 436, and 438 E Main (Parcel 017C01110000):

The 1.96-acre parcel is developed with surface parking. The asphalt parking area contains approximately 215 parking spaces. It is accessible from a curb cut on E Main, a curb cut on S Jackson, and an entry on the alley. Along the streets, the parking area is enclosed with a black metal fence. There are 17 interior landscaped areas, with each having a single tree. In addition, there are 11 street trees adjacent to the property along E Main. The site also includes a zone of planters, benches, and walking areas along the Main Street frontage. These items are proposed to be removed for the new project.



418 E Main Property
Google



418 E Main Property from the Intersection of E Main and S Jackson
Google May 2019



418 E Main Property from E Main
Google May 2019



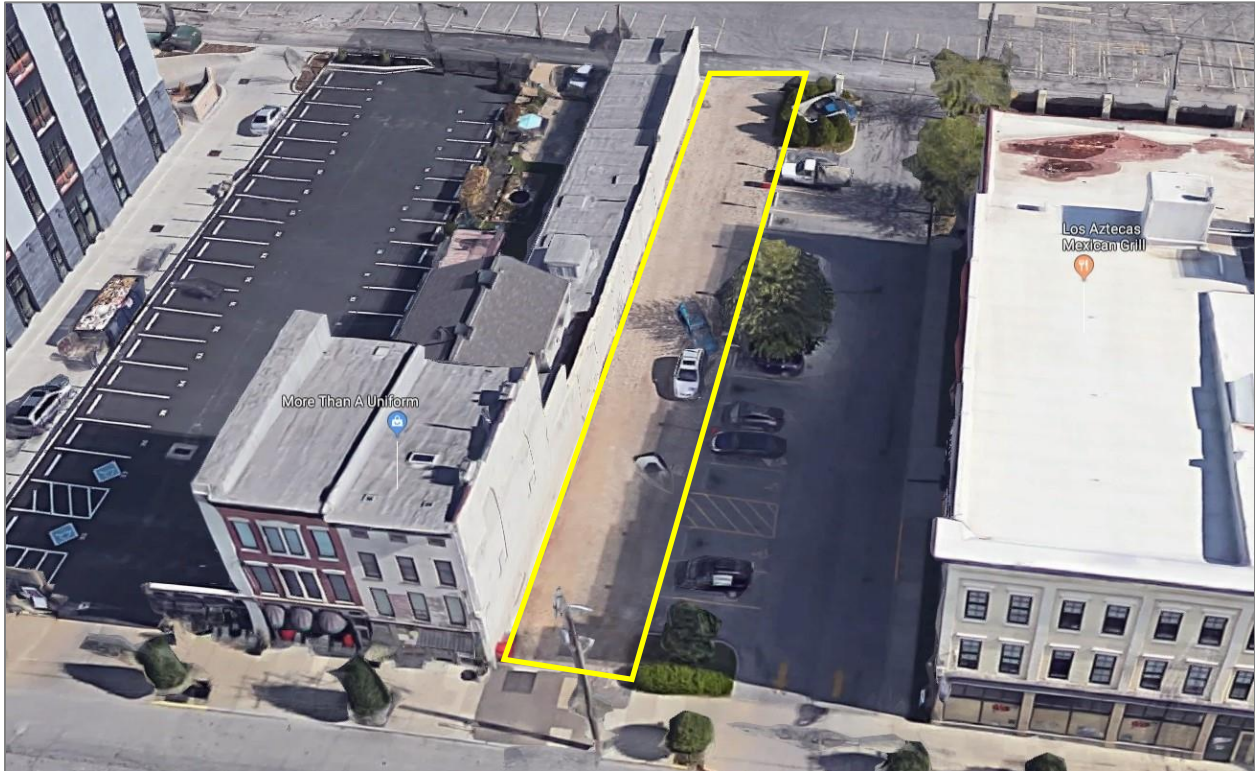
418 E Main Property from S Jackson
Google May 2019



418 E Main Property from the Alley
Google December 2015

Existing Conditions, 431 E Market (Parcel 017C01000000):

The 0.12-acre parcel is not developed and has been used informally for parking. The gravel parking area contains an undefined number of parking spaces. It is accessible from the alley and the neighboring parcel. There are not any interior landscaped areas.



431 E Market Property
Google



431 E Market, from E Market
Google May 2019

Conclusions

The new building will include 343 apartment dwelling units. There will be multiple amenities available for the residents such as private courtyards and a swimming pool. In addition, commercial uses will be located on the first story, with approximately 11,360 sq. ft. of space and storefronts along both E Main and S Jackson.

The new building is contemporary in style and has architectural details that are similar to other recent apartment projects in urban areas. The building has a maximum height of 110' and contains 656,000 sq. ft. of floor area. While larger than some structures on the block and adjacent blocks, the new building is consistent in size and scale to several other buildings in the immediate vicinity. Further, to reduce its apparent scale, on all four facades, it incorporates several design elements, materials, and colors that reduce its massing and provide interest. The materials are diverse, including glass, metal, fiber cement, EIFS, brick, and manufactured limestone. Further, balconies and slight offsets in the façade plane are utilized to alter the rectangular shape of the building and mitigate its 8-story height.

The design places an emphasis on its E Main St façade. This orientation relates well with one of the more important buildings in the immediate vicinity and district – Slugger field.

The building is defined at the pedestrian level. The pedestrian experience is enhanced by the building's ground level storefronts. Additional elements that promote a pedestrian-friendly environment include the building's location at the edge of sidewalk, its use of awnings/canopies, balconies, and entrances that face the streets. In addition, the streetscape plan includes improvements such as trees, street lights and partial brick sidewalks.

The structured parking on the first three stories is visible from E Main and S Jackson.

On the site plan, 10 of the 11 existing mature trees along E Main are shown to be preserved. The remaining tree is to be relocated to a location yet identified. No trees are shown along S Jackson. In conflict, on the architectural renderings, 9 trees are shown along E Main and 2 trees are shown along S Jackson.

The project proposes a variety of vehicular access points due to the various needs of the building users and traffic flow. Also proposed is a vehicular access and some parking via a new access point from Market Street on the southern parcel. Both Main and Market Streets are state roads so these access points and traffic flow will require extended review by Metro Public Works, PDS Transportation team, and Kentucky Transportation Cabinet as part of the Development Plan review associated with this project. This review is not yet concluded as of the Downtown Overlay review. Any changes resulting from the engineering review may result in changes to the design submitted to the Overlay, which would then require re-review by Overlay staff and/or Committee.

Overall the proposal will bring urban density and scale to the subject property. A new 8-story building replaces surface parking and pedestrian area, which is discouraged due to its negative impact on the street wall, streetscape, and pedestrian-friendly character of downtown. As encouraged by the Guidelines, the new building is situated at the corner of the E Main and S Jackson intersection and, with the exception of a 10' side yard setback on E Main, its facades are located along the entirety of each front property line. This massing and lot coverage will drastically improve the street wall and enhance the corner.

Finally, the new mid-rise building will serve as a better transition from the high and mid-rise buildings located in the core of the downtown to the west to the historic buildings found in the Phoenix Hill, Butchertown, and Irish Hill neighborhoods to the east. Its massing creates an improved transition to the height, bulk, and scale of development in nearby, less intensive zones.

RECOMMENDATION

The application complies with the applicable Design Guidelines for the DDRO District.

Considering the information furnished, the Urban Design Administrator recommends **approval** of the application for an Overlay Permit with the following conditions:

1. Finalized design details and materials shall be submitted to staff for final review and approval. If the design or materials change, the applicant shall contact staff for review and approval prior to installation.
2. Prior to the issuance of a building permit for the new building, finalized streetscape design including light fixtures, street furnishings, street trees, and paving materials shall be submitted to staff for final review and approval.
3. Public art is always encouraged to enhance the quality and design of projects in the district. Any public art proposals shall be submitted to staff for review and approval.
4. Signage and public art not detailed in the application shall be reviewed separately and, if deemed necessary by the Urban Design Administrator, require an additional Overlay Permit.
5. The access and vehicular access and parking area on the 2nd parcel, subject to approval by Metro Public Works, PDS Transportation, and KYTC, shall be screened in accordance with the guidelines. Final design and detailing of screening shall be submitted to staff for final review and approval. Any changes to the design as the result of the engineering review shall also be re-submitted to the Overlay for review and approval.

Date

Joseph Haberman, AICP
Planning & Design Manager

Date

David Marchal, AIA
Urban Design Administrator

1 Site Planning

Checklist

Each downtown site lies within a specific neighborhood, adjacent to specific traffic corridors and intersections, and may be adjacent to areas of different intensity of development; may be near public open spaces; may be near historic and/or significant structures; and may contain historic and/or significant structures. These basic issues should be evaluated for the project site and considered at the earliest stages of concept development.

- + Meets Guidelines NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

| Guideline | Finding | Comment |
|---|---------|--|
| <p>SP1 <i>Building placement and orientation.</i> It is intended that downtown develop as an urban environment with a consistent, animated street wall which defines a physical area that is friendly, active, and safe for the public. Generally speaking, new construction should build to the front property line and extend the width of the property. Corner properties should be built to both frontages. Properties with three or more frontages should give consideration to the relative character of the frontages and focus development accordingly - primary consideration should be given to orientation toward major thoroughfares.</p> | + | <p>The new building is situated at or near the property lines. As the building is relatively large and its footprint occupies most of the main parcel, some sections are inset or slightly set back from the property lines for variation.</p> <p>The building is built to the corner, situated on the front property lines along E Main and S Jackson. The facades consist of a variety of differing architectural elements and materials including at ground level. Balconies are present on the upper stories.</p> <p>The E Main and S Jackson facades provide animated street walls that will improve the character of the sidewalks. In addition, the residential and commercial uses will create more foot traffic than the existing surface parking use and as a result, the area will be more active and safe.</p> |
| <p>SP2 <i>Public space.</i> Setbacks from the property line may be considered provided the setback area is developed as a public open space and amenity or as a location for exterior activity related to ground floor usage of the buildings, such as outdoor dining or retail. Consideration should be given for providing public open space on sites that align with other significant urban elements such as open spaces or vistas, significant neighboring structures or public institutions, axis or terminus of the street grid</p> | NA | <p><i>The proposed building is not set back from the front property lines.</i></p> |
| <p>SP3 <i>Preservation of existing structures.</i> Existing structures that are identified locally or nationally as having significant historic character should be retained and incorporated into new development. Modifications to these structures shall be in accordance with the latest edition of the Secretary of the Interior's Standards for Rehabilitation. No application to demolish these structures shall be approved unless the applicant is able to demonstrate that: a) rehabilitation of the structure or its replacement will have a greater positive impact on the economic vitality of the District than preserving the existing structure and that the construction of the new structure would not be possible or economically feasible without the demolition of the existing structure; or b) that the applicant cannot obtain a reasonable economic return from the property or structure unless the existing structure is demolished. Development within the West Main Street local preservation district shall be reviewed by the Historic Landmarks and Preservation Districts Commission.</p> | NA | |
| <p>SP4 <i>Site access.</i> Careful consideration should be given to vehicular site access, on-site circulation, parking, and sufficient access for storage and collection of waste and recycled materials to minimize impacts to the street wall, pedestrian environment, and the streetscape. Consideration</p> | TBD | <p>Vehicular access and design will be reviewed and approved by appropriate agencies as part of the related Revised District Development Plan process.</p> |

should also be given for other types of access such as pedestrian, public transit, and bicycle.

Vehicles can access garage areas of the new building from two entrances along E Main, an entrance from S Jackson, and an entrance from the alley.

The second parcel will provide access to the alley and the rear of the building from E Market.

Collection areas will be out of public view in an enclosed area towards the rear of the building, accessible from S Jackson. The renderings show a garage door that screens the collection area when closed.

2 Building Massing

Checklist

Develop an architectural concept and compose the major building elements and massing to reinforce desirable urban features in the surrounding area and district. Compose the massing of the building to create transition to the height, bulk, and scale of development in nearby, less intensive zones.

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

| Guideline | Finding | Comment |
|--|---------|---|
| BM1 Arrange the mass of the building in response to the following as applicable: 1) Distinct and noteworthy characteristics of the district/neighborhood; 2) Adjacent landmark or noteworthy building; 3) Major public entity or institution nearby; 4) Neighboring buildings that have employed distinctive and effective massing compositions; 5) Public views and vistas; 6) Potentially negative micro- climate issues such as extensive shadows and urban wind effect. | + | The new building has an emphasis at the intersection of E Main and S Jackson, with a primary orientation towards E Main. Adjacent to the property are two landmarks and noteworthy buildings, Slugger Field and Angel's Envy. This arrangement is appropriate given the site's location and surrounding built environment. |
| BM2 Compose the massing of the building to relate strongly to nearby buildings and create a transition to the height, bulk, and scale of development in nearby, less intensive zones. Buildings on zone edges should be developed in a manner that creates a step in perceived height, bulk, and scale between the development potential of the adjacent zones. Factors to consider in analyzing potential height, bulk, and scale impacts include: 1) Distance from a less intensive district edge; 2) Differences in development standards between abutting neighborhoods; 3) Type and amount of separation between districts, such as property line, alley or, street. | + | While the new building is taller than many nearby buildings, it is only an 8-story mid-rise and its design reduces its apparent massing. Further, it serves as a transition from the taller high-rise buildings to the west to the more historic, 1-3 story buildings to the south and east. In addition, the proposed materials are consistent and compatible with the materials utilized in many surrounding structures. |
| BM3 Design a well-proportioned and unified building. Compose the massing and organize the interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole. | + | The building's design is well-proportioned and unified. A mixture of materials and architectural elements are used on each façade, including the facades that do not front roadways. |
| BM4 The building composition should include a well-defined base at the pedestrian level that fits well into its context. As a general minimum, the base should be two to three stories. | +/- | The proposed building has a defined base. The ground level is distinct and is defined along the street-facing facades by a storefront cornice line. The storefront portions of the building along E Main and S Jackson are taller and have an appearance of 1 ½ stories. However, the base of the building is not 2 to 3 stories. The 2 nd and 3 rd stories are screened parking and more representative of the upper floors. |
| BM5 To allow adequate light and air to reach the street level, high rise buildings (over 14 stories) should generally: 1) Be located about 100 feet from other high rise buildings within the same block; 2) Have upper stories which are progressively narrower; the higher the story, the narrower. | NA | |
| BM6 Rooftops should not look cluttered from any pedestrian vantage point. All mechanical or utility equipment should be well-integrated into the overall design. | + | The proposed building is 8 stories in height. While mechanical and utility equipment is not shown on the renderings, due to the design and height of the building, the rooftop will not look cluttered from a pedestrian viewpoint. |

3 Building to Context

Checklist

A certain amount of architectural diversity is expected in any downtown. However, buildings should be "good neighbors" by relating well to the common patterns of windows, entrances, cornice lines and column spacings around them and reinforcing the overall character of their immediate surroundings. Develop an architectural concept and compose the major building elements to reinforce desirable urban features in the surrounding context and district.

- + Meets Guidelines NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

| Guideline | Finding | Comment |
|--|---------|--|
| <p>BC1 Be compatible with the general character of nearby buildings in terms of facade organization, materials, finishes, scale of detail, and respecting established horizontal and vertical elements and spacing in the nearby context such as cornice lines and pier/column spacing.</p> | + | <p>The design of the new building is compatible with the architectural styles of surrounding buildings. While there are many historic brick buildings in the immediate area, there are also several modern buildings constructed of different materials. The new building's materials and finishes, mainly its brick and metal panels, are consistent and compatible with the materials utilized in many surrounding structures.</p> <p>While providing detail on both street-side facades, the new building will be primarily oriented towards E Main. The adjacent buildings on E Main, Slugger Field, Angel's Envy and Park Place Lofts, are brick buildings, 2-4 stories in height. Other than their cornices along their flat roofs, the buildings do not have established horizontal features. The first story height of the Angel's Envy buildings and the new building may not be the same with the structures being designed for different purposes (commercial/residential v. industrial).</p> <p>The adjacent building on S Jackson is a 3-story brick building (with a rear brick addition). Facing S Jackson, the ground level of the original building is separated from the upper levels by a cornice that appears to be the same approximate height as the cornice above the ground level of the new building.</p> |
| <p>BC2 Reinforce the character of nearby buildings having historic or architectural significance by developing designs that respect established cornice lines, horizontal and vertical facade organization, and massing of historic buildings in the context.</p> | +/- | <p>There are two adjacent buildings that have historic and architectural significance, Slugger Field and Angel's Envy. As these historic buildings are unique and serve very different purposes, the new building reinforces the character of these buildings to the greatest extent possible. While larger and taller, the new building will not overwhelm the adjacent historic structures.</p> |
| <p>BC3 Follow the rehabilitation standards in the latest edition of the Secretary of the Interior's Standards for Rehabilitation whenever historic or architecturally significant structures are to be altered, expanded, or when new construction is to occur adjacent to such structures.</p> | NA | |

4 Building to Pedestrian

Checklist

People should have strong visual connections to buildings as a strong building-to-pedestrian relationship helps make downtown feel more inviting and active 24 hours a day. Therefore develop the street level of the building's exterior to create safe, inviting, and active environments and spaces to engage pedestrians. These environments are defined by the uses that occur within them, physical space for them to occur, and articulation of the physical surroundings.

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

| Guideline | Finding | Comment |
|---|---------|---|
| BP1 Where sidewalk width is limited, consider setting portions of the building back slightly to create spaces conducive to pedestrian-oriented activities. | + | The sidewalks adjacent to the new building are not limited in width. |
| BP2 Articulate the building facade to provide an engaging pedestrian experience with design elements such as open shop-fronts or arcades, multiple entries, merchandising and display windows, street front open space with artwork or furniture, awnings, signage, and light fixtures. In some instances raised landscaped beds may be appropriate. As a general rule 50% of the wall surface at the sidewalk level should be transparent, utilizing glazing that is not highly tinted or reflective. | + | The new building has several entry points to accommodate its use, as well as storefronts at the ground level. It is situated at the property lines and extends to the street corner. Canopies project from the building at its entrances. The renderings indicate that at least 50% of the wall surfaces along E Main and S Jackson will be transparent windows and entrances. The site plan and renderings show several street trees and lights. |
| BP3 Utilize building materials characteristic of the area having texture, color, pattern, and a higher quality of detailing. | + | The new building is composed of several materials including storefront, window-wall, and butt-glazed glass systems; metal railings; glass railings; decorative metal siding; architectural metal panels; decorative mesh panels; fiber cement panels; EIFS brick; and manufactured limestone panels. Final details, particularly at ground level should be submitted for final review. See Condition. |
| BP4 Variations on the facade plane such as inset entries, building piers, and other details can assist in providing relief to long expanses of building wall. | + | The new building is composed of several materials including storefront, window-wall, and butt-glazed glass systems; metal railings; glass railings; decorative metal siding; architectural metal panels; decorative mesh panels; fiber cement panels; EIFS brick; and manufactured limestone panels. Architectural details, colors, and variations in material provide relief to long expanses of the building walls. |
| BP5 Building entries should be clearly identifiable and visible from the street. Principle building entrances should face the street. Entrances should be inviting and easily accessible. They should have a high level of articulation and be well-lit. Canopies or awnings provide protection from the weather. | + | The new building is situated at the property lines and extends to the street corner. There are several street-side entry points, all of which are identifiable. Canopies project from the building at its entrances. |
| BP6 Changes in sidewalk material aid in defining exterior spaces and entryways. | + | In addition to concrete, brick is used in the sidewalk along E Main. |
| BP7 Develop alley facing facades at least one bay into the alley to eliminate harsh contrasts in the street wall. Provide adequate lighting at alleys to enhance visibility and safety. Design alley access points for vehicles with appropriate lighting and signage for quick orientation by motorists and safety for pedestrians. | +/- | The portion of the new building facing the alley at the intersection of S Jackson is only partially developed with the same level of detail used along S Jackson. The lower 3 levels are fairly plain with little articulation and only a single material used. |

| | | | |
|------------|---|------------|--|
| BP8 | Exterior lighting should be designed to be visually integrated into the exterior design of the building. Lighting should be designed to provide illumination that creates a greater sense of activity, security and interest to the pedestrian. | TBD | Lighting details were not provided. See Condition. |
|------------|---|------------|--|

5 Parking, Vehicular Use and Access

Checklist

Parking garages, surface parking, and vehicular use areas should have the same qualities and characteristics as any other downtown developments. They should relate strongly to their context, reinforce the urban street wall, and be designed to promote comfort and safety for pedestrians.

- + Meets Guidelines NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

| | Guideline | Finding | Comment |
|----|---|---------|---|
| P1 | <i>Parking garages.</i> A parking garage visible from the street should be integrated into its surroundings and provide active and inviting street level appearance. The garage should: 1) Follow all principles and guidelines for building and site design; 2) Minimize the use of ramped floors visible from the street; 3) Openings and entrances should be in scale with people. Parking garage entries shall be minimized in size but fully articulated as an opening in the structure. Pedestrian entrances should also be fully articulated; 4) Screen parked cars from pedestrian view. | + | <p>While the new development does not include a stand-alone parking garage, the lower three stories of the new building contain structured parking. At ground level, parked cars are mostly screened from view on E Main and S Jackson by the leasing office and retail space. Where not blocked from view by the office or retail space, building materials are utilized that provide ventilation but help screen the parking - such as decorative mesh panels.</p> <p>The entrances to the garage are in scale with people and articulated as openings in the structure. Several of the entrances have decorative garage doors.</p> |
| P2 | <i>Surface parking lots and vehicle use areas.</i> Generally speaking, development of downtown sites solely as surface parking lots or vehicle use areas is discouraged due to their negative impact on the street wall, streetscape, and pedestrian-friendly character of downtown. Specifically, demolition of buildings for development of new surface parking lots is discouraged. Surface parking and vehicle use areas elsewhere, when deemed appropriate, should adhere to the following: 1) Surface parking and vehicle use areas should not create gaps along the street and sidewalk. They should be fully screened from pedestrian view through a combination of solid building-like elements such as colonnades, decorative fencing, and dense decorative landscaping intended to continue the street wall. Dense landscaping intended for screening should be three feet high at time of planting and maintained to properly screen vehicular uses yet be low enough to maintain visibility and safety. The screening may also be an opportunity for public art; 2) Provide adequate interior landscaping, especially shade trees; 3) When associated with a principal structure on the same site, surface parking, loading, and waste/recycling storage and collection areas shall be located fully behind the principal structure on the site. | +/- | <p>The new development includes the removal of a large surface parking area and does not include any new surface parking on Main Street.</p> <p>The project does propose a developed vehicle use area on the southern parcel facing Market Street. While still allowing access, the area should be screened in compliance with the guideline.</p> |
| P3 | <i>Vehicular access and design:</i> 1) Curb cuts and vehicular access shall be designed in conformance with the Access Management Standards and Design Manual within the Land Development Code and appropriate Metro agencies; 2) Vehicular access should be designed to minimize conflicts between cars and pedestrians; 3) Access from the alley shall be utilized to the fullest extent possible. Where the alley is unimproved or of insufficient width or length for the new development it shall be improved as part of the project for viable use; 4) Existing curb cuts that are not proposed to be re-used should be removed and replaced with walk and curb compatible with the current standard design for that location; 5) Existing curb cuts to be re-used should be minimized in width and number to the fullest extent possible; 6) Driveways should be located to be shared with adjacent properties whenever possible; 7) Driveways and vehicular entrances should not occur in dominant locations on the site; 8) Provide adequate directional information for motorists. | TBD | <p>Concerning compliance with the Land Development Code, vehicular access and design will be reviewed and approved by appropriate agencies as part of the Revised District Development Plan process.</p> <p>Vehicles can access garage areas of the new building from two entrances along E Main, an entrance from S Jackson, and an entrance from the alley.</p> <p>The vehicular access proposed from Market Street shall be reviewed for compliance with applicable engineering and streetscape design standards but</p> |

6 Open Space

Checklist

New public open space, exterior and interior, should be located and designed to relate strongly to pedestrians and its built context. Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.

- + Meets Guidelines NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

| Guideline | Finding | Comment |
|--|-----------|---|
| O1 Generally open spaces should be oriented to receive maximum sunlight and taking advantage of views to the surrounding context. | + | <p>The development includes 29,125 sq. ft. of open space (11,600 sq. ft. in courtyards and 17,525 sq. ft. in balconies) as defined by the Land Development Code.</p> <p>There are 3 interior courtyards located within the center of the building. The courtyards are situated atop the third story of the building (with the structured parking underneath). While not providing views to the surrounding context, the courtyards provide sunlight and interior views for the residents of the apartments.</p> |
| O2 To maximize the impact of the open space without degrading the street wall character of downtown exterior open spaces should: 1) Be located 100 feet away from other open spaces and intersections; 2) Be no wider or deeper than 100 feet. | + | The open space is located within the 3 interior courtyards and does not affect the street wall. |
| O3 To create the best environment for public enjoyment new open spaces should: 1) Create a comfortable and inviting place to rest; 2) Provide clear visual and physical access from the public way; 3) Provide plenty of seating (about one linear foot for every 30 square feet of paved open space); 4) Provide sufficient lighting for safe evening use; 5) Utilize fountains or other water features; 6) Use plant materials that are colorful, appropriately sized, and attractive year round; 7) Incorporate public art in accordance with Principle 9. | NA | <i>The three interior courtyards are for use by residents of the apartments, not for use by the general public.</i> |

7 Street and Sidewalk Character

Checklist

Downtown streets and sidewalks should be safe and attractive for both cars and pedestrians. Getting from one place to another should be a pleasant, comfortable, and rewarding downtown experience.

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

| Guideline | Finding | Comment |
|--|------------|---|
| SS1 Developments involving new construction and or modifications to existing curb and sidewalk along the frontage(s) of the site should include improvements to the streetscape including sidewalk and curb in accordance with the current standards for that street and the Street and Road Side Design Standards of the Land Development Code. | TBD | The proposed site plan shows modifications to the sidewalks along E Main and S Jackson. For the most part, the sidewalks retain their current conditions, including the existing variation in materials and tree wells. Other details were not provided. See Condition. |
| SS2 Street furnishings. Street furnishings including but not limited to benches, news racks, bicycle racks, and trash containers shall conform to the standards established by the Downtown Streetscape Manual. | TBD | Details regarding street furnishings were not provided. See Condition. |
| SS3 Lighting. Street lighting for public streets shall conform to the standards established by the Downtown Streetscape Manual. On-site lighting should also be compatible with street lighting standards. | TBD | Details regarding lighting were not provided. See Condition. |
| SS4 For the sake of visual continuity, trees shall be planted in the right-of-way every 25 feet to 35 feet along the curb line in order to create a continuous canopy. Tree species and caliper and planting area shall conform to the standards established by the Downtown Streetscape Manual. A mix of ornamental and shade trees should be planted outside the right-of-way for both shade and visual variety. | + | Nearly all of the existing mature trees along E Main are preserved. The only tree that will be removed to accommodate an access drive, will be relocated. The developer should consider relocating the tree along S Jackson. |
| SS5 Pedways. The pedestrian environment is substantially impacted by the actual number of pedestrians engaging in activity on the street level. Generally speaking, the more pedestrians engaging in activity at street level the more the streetscape environment feels active, inviting and safe. Overhead pedestrian walkways (pedways) have real potential to negatively impact the street level environment by removing pedestrians from it. Overhead pedestrian structures therefore are generally discouraged. When a pedway is deemed to be appropriate, it should: 1) Be designed to be architecturally compatible with the design of the structures at each end; 2) Have articulated street level access or clear direction to access points for pedestrians; 3) Provide entry points within each building that are comparable to street level entrances like lobbies that are attractive and have clear directions to internal circulation elements and other internal uses; 4) Give consideration for views underneath including material finish and lighting; 5) Not have permanent signage. | NA | |

(a) These guidelines are in addition to the streetscape guidelines of the Department of Public Works and Assets, the Metro Arborist, and the Land Development Code.

(b) Project features developed as public amenities should also be designed in conformance with Metro Louisville Complete Streets Manual, October 2007, which promotes the design of transportation corridors that are safe and convenient for pedestrians, cyclists, motorists and bus riders of all ages and abilities.

8 Signage

Checklist

Design signage appropriate for the scale and character of the project and the immediate context. Signs should be oriented to pedestrians and/or persons in vehicles on streets in the immediate vicinity. All signs shall be sensitive to their surroundings, and their designs shall be mindful of color, intensity, technology and illumination so as to be compatible with the adjacent context. Signage that consists of changing image or video display technology is by its nature very dynamic thereby requiring special design and implementation considerations regarding its impact upon the adjacent environment.

- + Meets Guidelines NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

| Guideline | Finding | Comment |
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| S1 Signage should add visual interest at street level without being overwhelming and should not be out of character with the design and scale of existing surrounding signage. | TBD | Details for new signage were not provided. Some conceptual signs shown on the renderings. As shown, the main attached sign is located slightly below the roofline on the E Main facade. While the sign does not add much interest at street level, it is consistent with other downtown apartment signage and not out of character with the design and scale of surrounding signage. Conceptual placeholder signage is shown for the retail space at ground level. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S2 Signage should be organized to increase legibility and communication while reducing visual clutter. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S3 All signs shall be constructed and placed so as not to obstruct sight lines for persons using streets, pedestrian rights-of-way and driveways. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S4 Signage should be designed and attached to the building in a way that is complementary to the style of the building and its unique design features. Signage placement shall not obscure architectural details and shall be well-integrated into the overall design of a building's facade. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S5 Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S6 Signage that utilizes LED, video or other moving image digital technology is limited to entertainment attractions*. When permitted, such signs: 1) Shall promote only site specific activities, events, sponsors, or businesses; 2) If located and displayed behind storefront windows, shall not occupy more than 25% of the storefront window area; 3) Shall be designed to minimize the impact to residential properties; 4) Shall come equipped with automatic dimming technology and a photocell which automatically adjusts the sign's brightness to no more than 0.2 footcandles above ambient light conditions; 5) Should be carefully designed to minimize driver and pedestrian distraction. | NA | |
| S7 No more than one changing image or video display sign per facade shall be permitted on property. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S8 The use of sound is prohibited. | TBD | Insufficient information provided. In addition to a sign permit, new signage will |

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| | | | be reviewed under a separate Overlay Permit application(s). See Condition. |
| S9 | Rooftop signage is not allowed. Signage attached to the upper portions of a building may be considered provided it is complementary to the design and style of the building. | + | Rooftop signage is not permitted and no such signage is shown on the renderings. |
| S10 | Freestanding signage shall be limited to portable sidewalk signage or monument style directory signage associated with a public plaza in front of a building. The public plaza shall fully conform to Principle 6 - Open Space. Free standing pole-mounted signage is not allowed. | + | Freestanding signage is not shown on the renderings. |
| S11 | Projecting signs: buildings on lots which do not contain any permanent, freestanding, on-premises signs (other than incidental signs) may not have more than one sign per business which projects perpendicular from the facade of the building. Projecting signs shall not project more than eight feet from the building's facade and must not extend below nine feet above the ground or sidewalk. The area of a projecting sign shall be part of the total allowable signage allowed on any one facade of the building as listed in the Land Development Code. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S12 | Projecting banner signs that utilize a fabric material background shall not project more than 25 inches from the face of the building and not exceed a total area of 24 square feet per side of the sign. The area of a projecting banner sign shall be part of the total allowable signage allowed on any one facade of a building as listed in the Land Development Code. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S13 | Exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with the background of the building. | TBD | Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition. |
| S14 | Existing signage that does not conform to the current codes is encouraged to be removed or modified to conform to current requirements of the Land Development Code. Non-conforming signage that has been abandoned for a period exceeding one year shall be removed. Existing signage that is historic or possesses a character unique to downtown may be allowed to remain. | + | All existing signage will be removed. |
| S15 | Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should: 1) Not block any views or vistas nor create a cluttered appearance; 2. Be integrated into the design of a building or project; 3) Relate strongly to the character of the district. | NA | <i>A billboard is not shown on the elevations or renderings. In any event, a billboard is not permitted at this location pursuant to the Land Development Code.</i> |

*Entertainment attractions are a use within the DDRO that (1) provides a service or goods to the general public or which promotes tourism or provides an opportunity to partake in entertainment that is permitted under the zoning rules for the district, including food and beverage, and/or regular opportunities to attend music performances, theater performances, arts or cultural attractions, and (2) that is available for conferences or conventions, or that is considered a tourist attraction, and that is open to the public and/or available for private events.

9 Public Art

Checklist

Public art is the continuously growing record of the community's identity, creativity, values, and its highest aspirations. Physically, public art is an element or installation of art - temporary or permanent - placed on public or private property including building exteriors and outdoor public areas for enjoyment by all. Incorporation of public art elements in downtown development is highly encouraged.

- + Meets Guidelines NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

| | Guideline | Finding | Comment |
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| PA1 | Public art should be available for the enjoyment and enrichment of all the people within the community. Inclusion of a meaningful allowance for the commissioning of public art in the planning and construction for all significant building projects is encouraged. | TBD | Public art is strongly encouraged and the applicant should work with the Public Art Administrator prior to the painting of any mural or installation of other public art. |
| PA2 | The public art planning and selection process should begin at the onset of individual projects. It should be designed, executed to integrate the artwork with the overall project and aesthetically enhance the urban environment. | TBD | Public art is strongly encouraged and the applicant should work with the Public Art Administrator prior to the painting of any mural or installation of other public art. |
| PA3 | Public art proposals should conform to the design guidelines and master plan established by the Mayor's Committee for Public Art (MCOPA). The MCOPA guidelines and master plan recognize public art's potential to: 1) Demonstrate Louisville's values of community and creativity; 2) Stimulate economic growth and investment; 3) Encourage public education by improving cultural literacy; 4) Contribute to Louisville's identity; 5) Bridge cultural and social barriers; 6) Provide community cohesion; 7) Energize public spaces in the urban environment; 8) Enhance new and existing development; 9) Provide local opportunities for talented regional, national, and international artists; 10) Contribute to Louisville as a tourist destination; 11) Leave a legacy for the future. | TBD | Public art design and selection may be finalized at a later date in coordination with the Public Art Administrator. |